



Job: Print Campaign for Levi's
Photographer: Ryan McGinley

Shoot Date / Location: San Fran area / February 28th-March 4th
Casting Date / Location: TBD – San Fran area

Specs: All models should have a lot of spirit and personality whose character can come out in front of the camera.

BOYS: 10-12 yrs old; sample size 12
Interesting faces; all ethnicities and hair colors; clean cut or long shaggy hair

GUYS: 16-22 yrs old; sample size 32 x 32. All ethnicities. Range of body types (slim – athletic).
Young progressive guys who are artists, models, creatives, musicians, designers, etc.
Interesting haircuts – Indie rock bangs, shaved sides, crew cut, buzz cut, longer shag, etc.
Faces with character – Facial hair, freckles, beauty marks, unique looks.

MEN: 22-33 yrs old; sample size 32x32. All ethnicities. Range of body types (slim – athletic).
Manly / creative types who could be seen as workers. Rugged yet polished.
All American feel or fashion forward with personal style.
Interesting haircuts – crew or buzz cut, natural, slicked “mad men”, longer shag, curly, etc.
Faces w/ character – beards, mustache, scruff, clean shaven, freckles, unique looks.

JUNIORS: 15-18 yrs old; sample size 1, 3. All ethnicities. Think Teen Vogue / Uniqlo.
Range of body types including curves, slender, athletic, etc
Fresh face w/ character – freckles, rosey cheeks, arresting natural beauty, innocence / adventurism
Hair – range of haircuts; short, long, wavy, bangs, etc.

MISSES: 18-30 yrs old; sample size 6. Youth and sophistication, creative types.
Looking for a range of ethnic diversity.
Interesting faces, arresting natural beauty, round cheeks / classic bone structure
Body types range from yoga toned (good butt) to naturally slim to naturally curvy / well proportioned.
Hair – range of haircuts / colors; short, long, wavy, bangs, distinct cuts, etc.

PLUS SIZE: 18-30 yrs old; sample size 16. Two women who would look natural together as friends.
Charismatic and rebellious. Interesting faces, arresting natural beauty. Range of hair cuts and styles.
Different body shapes; pear, apple, full waist, defined waist, etc.

Rate: TBD

Usage: (1) year unlimited NA and Caribbean use in all print mediums. This includes consumer and trade publications, point of sale/retail, out of home, collateral, industrial/PR, and internet. Usage is for all photography resulting from the shoot.

**If you fit any of these specs please send lo-res images to sanfrancasting@thecustomfamily.com. Include your name, contact information, age, height and pant size.

Questions / Contact: Larry McCrudden / Nicole Hektner 212.742.1744 sanfrancasting@thecustomfamily.com